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Cigarette Ad Ban Hits Daily Orange

By Richard G. Case

The tobacco industry's ruling killing cigarette advertising on college campuses may have sent several "going concerns" at Syracuse University up in smoke.

It may also influence the number of issues published by The Daily Orange, the student newspaper, next academic year.

A loss of 10 to 12 per cent total ad revenue to the paper is estimated.

In April, for example, a third of the DO's national advertising income came from cigarette ads. That month, considered slightly above average, national ads accounted for half of total advertising income for the student-run daily.

Francis E. O'Brien, a journalism professor who is financial adviser to student publications at SU, said today cigarette ads comprise "a fairly substantial amount" in total DO income and the ruling will definitely "hurt" the publication's financial balance.

He said the number of issues published per week—five last year—might be affected by the action, although other factors are involved.

Official and unofficial student magazines also lose lineage, fraternities lose the notorious "wrapper contests," and students who acted as "pushers" or unofficial advertising men for tobacco companies face loss of their jobs, campus sources said.

George V. Allen, president of

the Tobacco Institute, made this statement Wednesday:

"This industry's position has always been that smoking is an adult custom. To avoid any confusion or misconception in the public mind as to this position, a number of member companies of the Tobacco Institute, I understand, have decided to discontinue college advertising and promotional activities."

It was understood that most major tobacco companies are involved and college newspapers, magazines and football program advertising and campus representatives were banned.

Traditionally, the so-called "rep" jobs are jealously passed through fraternity brothers and friends. The benefits involve free smokes, a small salary, free sample packs to friends and occasional contest promotions.

A favorite promotion is the "wrapper contest," often conducted through SU's Corner Store. The chapter house collecting the largest number of cigarette package wrappers is given a prize. One recent contest brought in 150,000 wrappers from one group. Chapters at different colleges reportedly exchange wrapper supplies.

The DO and other official student publications are supported by ad revenue and a university subsidy. Cigarette companies have traditionally given the student magazine cover stock paper in exchange for an ad.

INDIANA DAILY STUDENT
Bloomington, Indiana

Puff, the magic drag

Hang your head in sorrow. No longer will we be able to look forward with miserly glee to the few days each semester when representatives of tobacco companies pass sample cigarettes to the eager hands of nicotine-hungry students.

Most of the major cigarette companies announced Wednesday that they would discontinue advertising in college newspapers, magazines, and football programs. The reasoning behind this is that smoking is an adult habit. To avoid confusion and misconception in the public mind as to the position of tobacco companies on this issue, they will discontinue advertising. This policy will also exclude hiring of cigarette representatives on campus and passing out of free samples.

As far as we know, no tests have ever been given to determine when most people start smoking and for what reasons. It seems, however, that most people have begun to smoke before coming to college and that the remaining smokers do not begin to smoke because of advertising. For those who do smoke, tobacco advertisers are sometimes influential.

It would seem, then, that the tobacco industries are "cutting off their noses to spite their faces." This new policy may create good will, but it is doubtful if it will sell more cigarettes - and this is what tobacco companies aim to do. We encourage tobacco companies to realize the maturity of college students and to continue past advertising practice.

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